LEO BURNETT U.S.A.
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Ad No. 4292—SUNSET CROSSING—Lights—CS—Req. No. 60167—Page—4/C Bleed—8⅝ x 11⅛ inches—National Magazines, 1978 (A)
Printed in U.S.A.

Marlboro Lights

The spirit of Marlboro in a low tar cigarette.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings: 12 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report Aug. '77.
100's: 12 mg "tar" 0.8 mg nicotine av. per cigarette by FTC Method.

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